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# MARKROSSETTO

## PHOTOGRAPHY COACHING

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### THE PHOTOGRAPHY BUSINESS BENCHMARK

Take the test with the 80 point checklist.  
How do you rate in the 8 core areas?

#### Confidentiality

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*Please respect the intellectual property of this document and do not share the content with anyone else or a third party. You have paid for this course, invested your time and money into it, so it's also in your best interest to keep this information to you and your team.*

*Business is ongoing and ever changing. Use this course as a guide and make changes as you test and measure your market and the results.*

*Disclaimer: Seek independent legal and accounting advice on all aspects of these worksheets. These methods and systems are representative of over 10 years of working in the wedding and portrait industry photographing 1000's of clients. Mark Rossetto offers no guarantee, and no responsibility or liability will be offered or accepted with the results that you may or may not achieve personally.*

## The Photography Business Benchmark

Hello and welcome to the photography business benchmark. Are you ready to take the test with the 80 point check list? Find out how you rate yourself in the 8 core areas of a photography business.

Please print out this booklet before you start to watch the video, so you can fill out your answers as you go through the video and pause where you need to. When completed correctly you'll have a benchmark of your current client experience in each area of your business, plus an action list with a minimum of 24 items that you can start implementing.

To do this, rate yourself out of 10 for each of these areas of your business. Once completed, join the dots. You will quickly see if your business is well rounded or a little unbalanced. Just like any well-oiled machine, you need to be effective and efficient in all working parts to get the most out of your business.

Once you have filled out the worksheet you will quickly see where you need to work in your business and can start to create an action plan to create the ultimate client experience and increase your sales.



## Environment

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Areas to consider in regard to your environment are:

- Studio layout
- Personal presentation
- Studio presentation
- Furniture
- Lighting / fixtures / fitting
- Studio product displays
- Shooting & selling area
- Indoors or outdoors
- 5 senses (smell, sight, taste, touch, sound)
- Clean or cluttered
- Studio style & design
- Presentation to clients
- Uniform
- Cars we drive
- Signage
- Create the atmosphere for your clients

What rating out of 10 did you give yourself, and why?

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What would a 10 look and feel like to you?

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What actions or decisions could you take that would make it a 10 out of 10 for you?

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What are three small things that you can commit to doing in the next week, that will help you start moving towards the outcomes that you want in this area of your business?

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Can you make the changes on your own?

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Who else do you need on your team?

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Who do you need to speak to, to gain some knowledge and resources in this area of your business?

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## Price and Products

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Areas to consider in regard to your price and products are:

- Products – wall / albums / desktops
- Wall art collections
- Credit card machines / online payment
- Price list / guides
- Software programs (Proselect / Fundy)
- Payment options
- Sales / closing techniques
- Presentation (pricelist / products)
- TV's / projectors
- Room views
- Wedding design and layout
- Upselling
- Business models
- Product language
- Objection handling
- Sweet spots

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## Phone Calls

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Areas to consider in regard to your phone calls are:

- 1<sup>st</sup> call
- 2<sup>nd</sup> call
- What to say
- How to say it
- Client education
- Rapport building
- Handling objections
- Booking fees
- Should I mention prices, if they don't ask?
- Pre shoot - fire up calls
- Predesign consult - fire up call
- How to organise your calling list
- Draw out your client's emotions
- Help clients visualise the end product
- How much is.....?

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## Photography

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Areas to consider in regard to your photography are:

- Shooting to sell
- Props and items
- Shooting styles
- Light equipment
- Camera equipment
- Computer set up
- Increase the clients experience
- Studio and natural day light
- What to wear? What to bring?
- Shooting clean
- Pre session planning
- Lightroom / photoshop
- Retouching / editing
- Portrait / wedding shoot list
- Client education
- Pre-shoot questionnaires

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## Marketing

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Areas to consider in regard to your marketing are:

- Studio branding
- Website
- Marketing collateral
- Passive / active
- Language we use
- Images we show
- How visible we are
- Buying cycles
- Landing pages
- Corporate gifts
- Headshots
- Networking - BNI
- 1<sup>st</sup> birthday cards
- Family of the month
- Gift vouchers
- Awards
- Mailchimp
- SEO
- Education video
- Online web gallery
- Websites
- Thank you gifts
- Referrals
- Competitions
- Expos
- 3<sup>rd</sup> party marketing
- Social media

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## I%ers

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Areas to consider in regard to your I%ers are:

- Ice, lemon and lime
- Nice glasses – colour cups for kids
- Café style coffee
- Candles
- Music choice
- Bar fridge – drinks / snacks
- Quality printing - paper stock
- Keyring trolley coins
- Welcome sign
- Welcome slideshow
- Wedding survival kits
- Wedding – umbrella's, tissues etc
- Fix it situations for baby shoots and weddings
- Industry knowledge
- Age group knowledge
- Expert status knowledge
- Bedazzle with knowledge

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## Systems and Workflows

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Areas to consider in regard to your systems and workflows are:

- Business set-up
- Outsourcing
- CRM's
- KPI'S
- Software – Proselect / Fundy
- Sales database
- Automation
- SMS global
- Booking letters
- Client / email templates
- Fridge magnets
- File handling
- Contracts - terms and conditions
- Bonus structures for teams
- Staffing
- Wordpress
- Cashflow
- Timing

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## Delivery

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Areas to consider in regard to your delivery and rapport building skills:

- Client experience
- Rapport building skills
- Disc profiling
- The Flag Page
- Personality types
- Modalities and learning styles
- Mindset
- NLP for photography
- Tone of voice
- Body language
- Active listening
- Reactions
- Presentation
- Brand
- Understanding cultures / traditions
- Matching and mirroring

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## What's next?

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Thank you for letting me go on the journey with you throughout this process. I hope that it will open your mind and your eyes up to all the things we need to consider as photographers to make sure we have a sustainable, successful business and give your clients the ultimate client experience, which in turn will increase your sales. You should now have a list of 24 actionable items to tackle. So, it's now time to do the work. You have enough information from this short course to put things into play right away. But if you do need further help with your business and you feel that you would like to be coached through these changes, please feel free to contact me.

Please let me know how this short course has helped you out and what you are planning to do first. You can connect with me on [mark@markrossetto.com](mailto:mark@markrossetto.com)

If you would like a **complimentary coaching strategy session** with me, all you need to do is go to the website and book in a session.

We also have specific coaching courses for you to do that relate to the client experience wheel so we can dive into a specific area of your business. If you have a low score in any of these areas of your business and you would like some extra training on a specific area please go to the website link to find out more about the course you are interested in:

<https://www.markrossetto.com/photography-business-courses/>

### Sprint courses:

- **Products and price list** - The Photography business blueprint - Business models, products and price list that set you up for success, growth and profits.
- **Phone Calls** - Calls that convert - How to educate and connect with your clients to get booked on the spot.
- **Marketing** - Master your marketing online on demand course. [www.hq.markrossetto.com/master-your-marketing](http://www.hq.markrossetto.com/master-your-marketing)
- **Systems and workflow** - System and workflow mastery - Streamline your business for growth, with an amazing client experience to create bigger profits.
- **Websites** - Supercharge Your Website - Take your website from a pretty portfolio to a marketing and sales generating machine.
- **Weddings** - The Ultimate Wedding Workflow - Wow your couples with your service, maximise your packages and album sales, and turn them into clients for life.

If you have any questions at all, please contact me.

### **Mark Rossetto**

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*Diploma in Life and Business Coaching and Practitioner of NLP*

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